

**REMARKS**

Applicant has carefully reviewed the above-noted Office Action, and herein amends Claims 4-6 of the present Application. New Claims 7-28 were also added to further point out that which Applicant regards as his invention. Reconsideration and favorable action is respectfully requested.

Applicant has amended pending Claims 4 and 6 to overcome the Examiners objections to these claims set forth in the Office Action. Applicant respectfully submits that such amendments made to the claims to overcome 35 U.S.C. §112 rejections and are not being made for reasons of distinguishing the respective claims over the prior art of record. Applicant requests withdrawal of the objection to Claims 4 and 6.

Applicant respectfully traverses rejection of Claims 4-6. Applicant submits that Omori discloses a strip of thermochromic storage film (1) on which images are stored, or printed, in image formation regions (1a) and bar codes are printed in a control information recording regions (1b) by means of a thermal print head 15. The control information regions in regions (1b) provide position identification information relating to the images printed in regions (1a). Applicant respectfully submits for the Examiner's consideration that Omori teaches to store and rewrite images on a strip of film with a particular process of applying temperature to the storage film of Omari to "re-write" the storage film strip with new images, and perhaps, although not clearly disclosed in the previously translated portions of Omari, to later "re-write" the location retrieval information in the form of bar codes in control regions. However, Applicant can find no disclosure, teaching or suggestion regarding use of thermochromic materials as part of bar codes to track environmental conditions of a product.

Although Small discloses a thermochromic ink, it does not disclose, teach or suggest formulation with a bar code as set forth by the Examiner.

Applicant has now made an earnest attempt to place the application in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims 4-28, as amended, and that the Application proceed to issuance.

The U.S. Patent & Trademark Office is hereby authorized to charge any fees due or credit any overpayments to Deposit Account No. 502112/JCMN-27,738US for the firm CHAUZA & HANDLEY, L.L.P.

Respectfully submitted,

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